

SHARE:

[Join Our Email List](#)



January 2021 Traffic Safety Newsletter

Speed

[View as Webpage](#)

From the Desk of: Amanda Horton | Corporate Partner Outreach Coordinator

Speed limits are put in place to protect all road users. The roads can be wet and icy this time of year, and if you choose to speed, it may result in an unexpected tragedy. Speeding is deadly and never a good idea. Don't step on it like Stu. Allow extra time when driving to ensure you don't have to rush anywhere. If you are running late, keep in mind it is always better to arrive alive and a couple of minutes late, than it is to be involved in a car crash. Nothing should come between the safety of yourself or other travelers on the road. In 2018, speeding killed 9,378 people in the United States alone. If everyone took the time to slow down and use caution while operating a vehicle, many of these deaths could have been prevented. Even if a crash is not your fault, it can be exponentially worse if you're speeding as the crash occurs.



In Delaware in 2020, 40% of drivers responsible for speed-related crashes in Delaware were aged 29 or younger.

In Delaware, the highest periods for speed-related crashes occur between 7:00 pm and 2:00 am.

Over the last five years, 36% of fatal crashes in Delaware occurred on a Saturday or Sunday.

DE Office of Highway Safety – Don't Step on It Like Stu

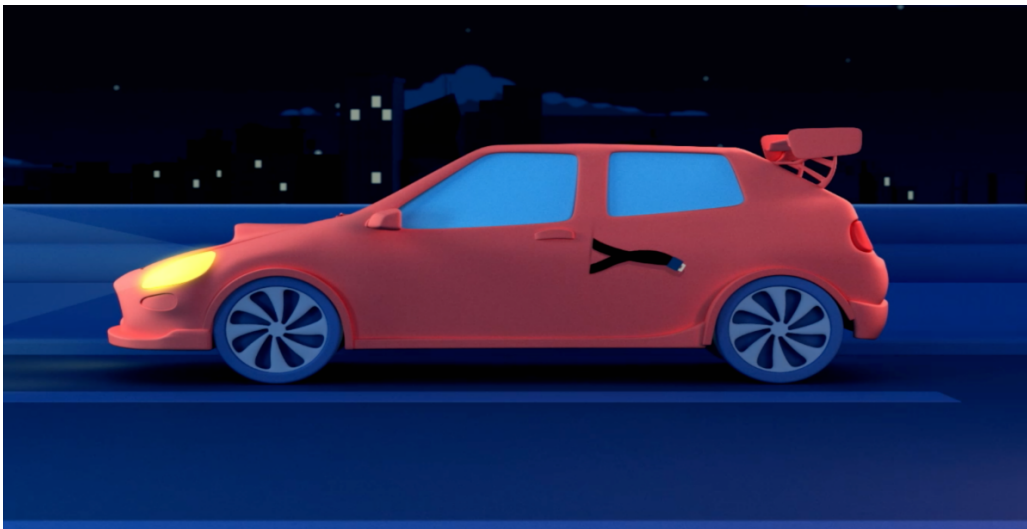


In the above video, Stu demonstrates what not to do while behind the wheel. Stu is a fast mover, but a slow thinker. This makes him known for doing the wrong thing at the wrong times. His dangerous behaviors not only impose danger on himself but also everyone else out on the road. Many people like to assume that others would act the same way as themselves out on the road, but this is often not the case. Stu is a prime example of how negligent and reckless other drivers can be.

**Speeding is more than just breaking the law.
The consequences are far-ranging:**

- Greater potential for loss of vehicle control
- Reduces the effectiveness of occupant protection equipment
- Increases the stopping distance after the driver perceives a danger
- Increases the degree of crash severity leading to more severe injuries
- The economic implications of a speed-related crash can be extremely high

[Click here to learn more about the importance of slowing down from the Delaware Office of Highway Safety Speed Website](#)



What should I do if someone else is speeding?

In situations that are beyond our control, it can be hard to know exactly how to react safely. If you are in the left lane and someone wants to pass, move over when it is safe to do so and let them by. If a speeding driver is tailgating you, it doesn't mean that you, too, should speed up. If this occurs, use your judgment to safely steer your vehicle out of the way. Drivers who are speeding can easily

lose control of their vehicles. If you believe someone is endangering others on the road, you should call 911, when it is safe to do so, to report it to the police.

[Click here to learn more about Speed from the National Highway and Traffic Safety Administration \(NHTSA\)](#)



Speed can affect your safety when you are driving the speed limit but too fast for road conditions, such as during bad weather, when a road is under repair, or in an area at night that isn't well lit. In the wintertime especially, you must plan enough time to get to your destination safely when the weather creates rain, snow, or ice. Even if you are late, it is always better to arrive safe and late than it is to never arrive at all.

Breanna's Story



Breanna was an ordinary new driver and high-schooler that was loved by so many people. One night, she decided to race a friend on a quiet residential road. Despite the race being lighthearted and in good fun, the dangers of Breanna's high speed ultimately took over and caused her to crash. After losing control of her vehicle and crashing into a pole, she lost her life that night in a crash that could have been 100% preventable. View the above video to learn more about Breanna's story.

The Delaware Office of Highway Safety is initiating a new Speed campaign over the next couple of months called “Don’t Be A Speed Demon.”



This new Speed campaign will target all drivers, but specifically, call attention to young-adult males. The purpose of this campaign is not to accuse, but to bring awareness to the dangers and costly implications that speeding can harbor on one's life. The population of young-adult males that are involved in

speed-related crashes exceeds any other demographic group not only in Delaware but across the United States as a whole.



On behalf of everyone at the Delaware Office of Highway Safety, I would like to wish everyone a safe, healthy, and happy New Year! I look forward to working with everyone in 2021 and achieving our goal of safe roadways in the State of Delaware!

The monthly mailing of posters and flyers is currently suspended due to COVID-19. If you or your organization needs to request something specific, please contact our office.

Be on the lookout for upcoming campaigns!

February 2021 – Senior Drivers

For more information and tools, please visit arrivealivede.com or call our office at (302) 744.2740.

Please continue to share our safety messaging on your social media platforms and email Amanda.Horton@Delaware.Gov with any updated information about your organization.

Find us on Facebook, Twitter, Snapchat, and Instagram at [@HighwaySafetyDE](https://www.instagram.com/HighwaySafetyDE). Thank you!

